

Homemakers' Bureau



HOW TO USE YOUR REFRIGERATOR

We are all interested in getting the most out of our refrigerators, whether mechanical or ice. Let's not just use it as a storage space for left-over foods, but instead, buy in larger quantities, thus saving time and money, and then store the foods in our well chilled refrigerator (50° or lower is the safe temperature) and have them ready for future meals.

However, when storing food, take care not to pack the shelves too full or place the dishes too close together as the circulation of the cold air around them is necessary to preserve them. Also, those of you who are in the habit of covering the ice with newspaper to keep it from melting are endangering your foods, as it is the melting ice which keeps the air circulating and the foods cold.

By carefully planning our meals, it will be possible to shop only once or twice a week. It is helpful, too, to cook an extra amount of food and have it ready to prepare in other ways. For instance, boil enough potatoes for the week, in the jackets, of course, and then they may be reheated in many ways, as hash-brown, au gratin, fried, creamed, or boiled with butter and cheese on thin slices, etc.

You know, it is possible to have fresh, hot muffins, hot cakes or

waffles for breakfast with very little effort if the batter is mixed the night before and placed in the refrigerator.

Ice-box cookies, ice-box rolls and ice-box cakes which have been developed the last few years, also give us delicious foods with minimum effort.

If your family likes hot gingerbread, try this recipe.

Ice-Box Gingerbread
 1 cup shortening
 1 cup sugar
 1 cup molasses
 4 eggs
 1 cup sour milk or buttermilk
 4 cups flour
 2 tps. soda
 2 tps. ginger
 1/4 tsp. cinnamon
 1/4 tsp. allspice
 1/4 tsp. salt
 1/2 cup raisins
 3/4 cup nuts

Cream shortening with sugar, add molasses, beaten eggs and milk. Sift flour, measure and sift again with spices, soda and salt; add to creamed mixture; also the raisins and nuts cut into pieces. Mix thoroughly. Put in a covered bowl, place in refrigerator and bake as needed.

The Safeway Stores Homemakers' Bureau offers, in conjunction with its other services, Julia Lee Wright's new cook book, "Recipes You'll Enjoy," in a choice of colors: Chinese red, sea foam green and a sunny yellow. Send your order with \$1.00, plus 15c shipping cost (25c east of Denver) to Julia Lee Wright, Safeway Stores' Homemakers' Bureau, care of Safeway Stores, Inc., Box 660, Oakland, California.

CONTINENTAL SUPER MARKET GRAND OPENING THIS WEEK

Compelling Array of Exceptional Bargains and Gifts Are Offered For Friday and Saturday; Pioneer Merchants Welcome Back Jack Isen

An enticing array of exceptional food bargains are offered Friday and Saturday this week for the grand opening of the new Continental Super Market, 1637-39 Cabrillo avenue, according to Jack Isen, Torrance pioneer merchant and manager of the new market.

The store has been fully stocked with all the best known, nationally advertised brands of foodstuffs and the prices are the lowest possible under the NRA, to which the market has subscribed. "The savings effected by dispensing with decorations, Klieg lights, bands and similar forms

of bally-hoo used at an opening of such importance has been passed on to consumers in real, genuine discounts on staple merchandising in every department," said Mr. Isen.

Free Sugar
 One of the outstanding specialties offered for the opening days is the gift of ten pounds of cane sugar with the purchase of \$5.00 or more of any goods throughout the store, including the specials, provided the purchase is made between the hours of 9 and 10 Friday morning or between 2 and 4 Saturday afternoon. An interesting group of food demonstrations have been arranged by Mr. Isen for the opening days, and samples, tokens, jigsaw puzzles will be given away to visitors at the store.

First Merchant
 The opening of the new Continental Super Market tomorrow will be in the nature of a homecoming for Jack Isen, who has the distinction of being the first merchant to do business in Torrance. It was 21 years ago that Mr. Isen opened his general store in the building now occupied by the Continental market. While Mr. Isen has not been engaged in the retail business in Torrance for a number of years, he has retained his property holdings in this city and has always considered Torrance his home.

A number of other pioneer merchants in Torrance join in welcoming the first Torrance merchant back to this city, and their expressions of friendship are to be found on this page.

Fred Potterville, well-known butcher in this district, will operate the meat department in the new Continental Super Market and a fine array of meat values are offered for the opening days. The new market also includes an exceptionally well stocked fruit and vegetable department, which also is offering specials for the grand opening this week-end. Complete details of the grand opening are to be found in a half-page advertisement on this page.

Car Looters Vex Beach Visitors
 Frank Hopple, 3224 Southern avenue, South Gate, and James Diefenwerth, 1246 South Townsend avenue, Los Angeles, reported to Torrance police last Thursday that their cars, parked along the cliff at Torrance beach, had been broken into and several articles stolen. A chrome tire cover and a fender guide were taken from Hopple's car, and a lady's purse with \$3.00 cash and a wrist watch valued at \$50, from Diefenwerth's car. Gasoline was drained from the tanks.

Kingsley and Hyde Given Positions With County Dept.
 W. Harold Kingsley, former editor of the Torrance Herald, is on leave of absence as managing editor of the Long Beach Sun to accept a position as public relations director of the Los Angeles county department of charities. Carl L. Hyde, former secretary of the Torrance Chamber of Commerce, has also accepted a position in the same department, the Herald has learned.

Both Kingsley and Hyde will serve under Earl Jensen, newly appointed head of county charities, succeeding William Harman, resigned.

Wool Men Hold Back 1933 Clip
 HELENA, Mont. (U.P.)—Montana woolgrowers have shipped approximately 1,000,000 pounds of their 1933 clip through the Montana Wool Co-operative Market Association, Secy. Murray E. Stebbins of the association reports.

This is less than half the amount shipped to the same date last year by growers. Stebbins explained the decline as caused by reluctance of growers to sell their wool until peak prices have been reached.

Congratulations . . .
 MR. JACK ISEN
 We Welcome The Continental Store BACK TO TORRANCE AND TO CABRILLO AVE.

In welcoming you back to Torrance we also wish to extend our best wishes for the success of your new business venture in operating the Continental Store.

TORRANCE PHARMACY
 GEORGE PROBERT
 CARSON AND CABRILLO



TO BE SOLD AT AUCTION!

Large Attendance At Playground Centers Opened Here Last Week

All boys between the ages of 6 and 18 years who live in Torrance may now register as qualified voters of the City of Boyville. The books are at the municipal park baseball ground, on Arlington avenue south of Plaza del Amo, and will be open daily from 10 a. m. to 5 p. m. for the next two weeks. At the end of that time any boy who has registered may announce his candidacy for any elective office by securing the required number of signatures to his petition. Those who do not register can not vote nor can they become candidates for office.

Last Friday morning Mayor W. T. Klusman gave the boys a short, instructive talk on city government. Police Judge C. T. Rippey, City Attorney J. R. Jensen and City Engineer Frank R. Leonard have consented to talk to the boys on the duties of these departments. The heads of all city departments have agreed to act as counselors to the boys as soon as Boyville is organized.

It was found impossible to follow the program as outlined last week, and for this reason no set program has been laid out for the coming week, but there will be games, instruction and trips. All trips will be announced long enough in advance to give them time for preparation, the first one being to Redondo Beach on Friday. The city truck will leave the grounds of the Torrance Military Academy, at Border and 220th street, at 9:30 a. m. and make as many trips as necessary to carry the boys and girls who want to go.

Groups of 12, who provide their own bathing suits and towels will be admitted to the Redondo plunge at a reduced rate. The playground director will take the names and assist in forming the groups. The return trips from Redondo will start at 2 o'clock. Two playground directors will accompany the children to see to their safety and welfare.

Seventy-two girls and boys went to Cabrillo Beach Tuesday on a similar outing.

After the first meetings held last week at the Chamber of Commerce for the girls of Torrance, arrange-

ments were made to transfer the girls' group to the buildings of the old Carbon factory, recently occupied by the Torrance Military Academy, where there is ample playground space and buildings to shelter those who devote their time to the handcraft and household arts.

The girls moved into this center last Saturday and have been meeting there daily. Games, stories and instruction in sewing have been available, and the attendance is increasing every day.

The playground directors express their appreciation to Frank Mineck of the Torrance Cycle and Sporting Goods store, Paxman's Hardware, Worrell's Hardware, Mrs. Julia Neelands, Miller Furniture Company, J. J. Newberry Company, and the D & M Machine Works for their co-operation and assistance in making the playground work a success.

All girls and boys who have not already joined in the playground activities are invited to do so, the girls to the Military Academy center, and the boys to Boyville at the city park baseball grounds.

Man of Many Names Sought Following Automobile Crash

John Doe, alias Ray Howard, B. Wilson, Robert Hammond, Robert Wilson, address unknown, is being sought by officers on a warrant specifying reckless driving, since he departed from the Los Angeles county hospital following an automobile accident in Lomita last Thursday. The man of many names, driving a Ford car alleged to have been stolen from a parking place near the Mountain View Dairy in Long Beach, where the owner is employed, is said to have collided with a Peerless Laundry truck on Wilmington boulevard shortly after 1 o'clock Thursday afternoon. Joe Kirk, driver of the truck, and James Lawrence his passenger, were uninjured.

The driver of the Ford was taken by Constables C. R. Tisher and Elmer Straight to the Jared Sidney Torrance Memorial hospital from where he was taken to the county hospital for treatment for minor injuries. Warrants for his arrest were sworn out by James A. Sturgis, alleging reckless driving, and also by Edna Carlson to whom the Ford is registered. Before officers could reach the hospital to serve the papers, "John Doe" had departed for parts unknown and the case was turned over to the fugitive detail of the sheriff's office.

Congratulations
 and best wishes for success to our neighbors at the

Continental Store
 1637-39 Cabrillo

Earl's Cafe
 1625 Cabrillo

FROM THE SECOND OLD TIMER TO THE FIRST:—

"Good Luck, Jack Isen!"

Twenty years ago, you gave Torrance its first retail store and we were the second. It is indeed a pleasure to recall those early pioneer days and to welcome you back to Torrance. Good luck and best wishes for your success in the management of the Continental Store.

Dolley Drug Co. - "Since 1913"
 El Prado at Sartori Torrance Phone 10

GRAND OPENING!

FRIDAY and SATURDAY
New Continental Super Market

STORE No. 53 - TORRANCE

This Store Is Fully Stocked
 with all the Best Known, Nationally Advertised Brands of Goods and Our Selling Prices are the Lowest Possible under the N. R. A.



The Savings Effected
 by dispensing with Decorations, Klieg, Bands and the rest of the Bally-hoo, are Passed on to the Consumer in Real, Genuine Discounts on Staples in Every Department.

ALL PRICES LISTED ARE OPENING SPECIALS IN EFFECT FRIDAY and SATURDAY ONLY

ALL PRICES LISTED ARE OPENING SPECIALS IN EFFECT FRIDAY and SATURDAY ONLY

Free 10-lb. Bag of Free Cane Sugar Free
 with the purchase of \$5.00 or more of any goods throughout the store, specials included, providing your purchase is made from 8 to 10 Friday morning or from 2 to 4 on Saturday afternoon. Only one bag of sugar to a family and only at the time stated.

FREE: SAMPLES, TOKENS, JIGSAW PUZZLES, FOOD DEMONSTRATIONS

GROCERY DEPT. - Jack Isen, Mgr.

CHALLENGE
Butter lb. 7c
 with purchase of 1 4-oz. bottle Vanilla Extract at our regular price of 25c
 Limit—One deal to a customer.

MASON FRUIT JARS
 PINTS, Dozen 63c
 QUARTS, Dozen 75c
 HALF GALLONS, Dozen 99c
 JAR RUBBERS Dozen 4c

COFFEE, Pride O'West lb. 17c
 (Equal to Any 30c Coffee on the Market)
 BEN HUR COFFEE lb. 31c
 2-lb. Can 60c

CHASE & SANBORN DATED COFFEE lb. 29c
 PAR SOAP large 25c
 HEINZ CATSUP large 15c

LAUNDRY SOAP, P & G, Ben Hur, White King or La Paloma 10 BARS 25c
Cane Sugar In Muslin Bag 10 lbs. 39c
 (With purchase 50c other groceries)
 CORN, Standard, No. 2 can 7c
 PEACHES, Standard, No. 2 1/2 can 10c
 APRICOTS, Standard No. 2 1/2 can 10c
 PEAS, Standard, No. 2 can 10c
 STRING BEANS, Standard, No. 2 can 7c

MILK, 1ge. cans - 3 for 12c
 CARNATION, BORDENS, ALPINE, CRESCENT AND M. & M. PET.
 ELSIE BROOM, 5 Sewed Bakelite Top 49c

MEAT DEPT. - Fred Potterville, Mgr.

—WE HANDLE CHOICE MEATS ONLY— YOU BE THE JUDGE — OPENING SPECIALS—
 HAMBURGER lb. 5c
 SAUSAGE 3 lbs. for 25c
 FRESH GROUND BEEF lb. 12c

ROUND STEAK lb. 12 1/2c
 SIRLOIN STEAKS lb. 15c
 T-BONE STEAKS lb. 15c

Shoulder Beef Roast lb. 9 1/2c
 PORK STEAK lb. 12 1/2c
 WEINERS or FRANKFURTERS lb. 10c
 PURE LARD or SHORTENING lb. 6c
 (Limit 3 pounds)

Pork Shoulder Roast lb. 8c
 PORK CHOPS lb. 14c
 LEAN STREAKED BACON lb. 14c
 SKINNED HAMS (whole or half) lb. 16c

Plate Rib of Beef - - - lb. 4c

Leg of Lamb - - - - lb. 16c

Fruit & Vegetable Dept. - Opening Specials

FARMERS' MARKET—We Carry a Full Line of Fresh Fruits and Vegetables at Lowest Possible Prices
BEETS 1 C
TURNIPS 1 C
CARROTS 1 C
GREEN ONIONS 1 C
RADISHES 1 C
Bunch 1 C
Cucumbers, Long, Green, Tender 6 for
Bell Peppers, Stuffing Size 5c
POTATOES 10 lbs. 20c
 Good Eating or Cooking
APPLES 10 lbs. 25c

Continental Stores, Ltd.
 Next to Torrance Pharmacy - Corner Cabrillo, Carson and Cravens
 Entrances - On Cabrillo - On Cravens - Ample Parking